

SLIMS CLUB #2 "GET READY FOR SUMMER"
3-9-95

VERSION #1: VIRGINIA SLIMS LOVAL

WANT TO DIVE INTO SUMMER? HERE'S 5 HOT TIPS.

Virginia Slims has some fresh ideas to really heat up the season, starting with...

1. IT'S HIP TO CLIP.

So grab your scissors and catch these red-hot savings on the #1 cigarette made just for women. It's a great way to save on this all-out bold smoke, and have cash left over for that perfect little black bikini.

too masculine / not true

3. ABOUT FACE. Whether you're poolside or picnic-bound don't forget to play up your best features...with hot summer glamour. Give your eyes a dramatic once-over with waterproof mascara and a smoky hint of liner. Or pout-out your lips with a splash of notice-me red. Keeping it simple never looked so good.

Change order (2nd paragraph)

2. GO FOR THE GLOW. Summer means skin and lots of it. So to get yours looking great, grab a loofa sponge to smooth things out. Firm your face up with a mud mask. And rub on some self-tanning lotion for a look with truly tropical punch.

4. TAKE A SHORT CUT. Make a change for the cooler with a fresh new 'do. Lose the long tresses and try something bobbed or totally blunt. Or swirl those luscious long locks into a sleek French twist. It's a great way to beat the heat and look chic doing it.

5. NOTHING TO WEAR. When the temperatures soar, less is definitely more. So bare a shoulder (or two). Slip into a slipdress. Step into something slinky, silvery, sheer. Make a real fashion statement...keep it short and sweet.

*is appropriate for picture
s/b more for*

Don't forget to save your pack UPCs. 'Cause when our new Fall Virginia Slims V-Wear Catalog hits, you'll want to get into all the hip new styles it has to offer.

*is that the way we
want to describe fall v-wear?
(is it glamorous?)* YES

*agree -
don't
just sit --
wind + pin
don't make*

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